



## Press release

### **TomTom and BASE sign agreement to bring the world's most advanced traffic information service to Belgium**

**Brussels, Belgium/ Amsterdam the Netherlands, 3 July 2008** - TomTom, the world's leading navigation solutions provider, and BASE, a leading Belgian mobile operator, today announce an exclusive partnership to bring TomTom High Definition (HD) Traffic™ to Belgium. HD Traffic is TomTom's unique way of supplying customers with the most accurate and up-to-date traffic information available in Belgium. This sets a new industry standard and will be a major step forward in the way drivers plan their daily journeys. TomTom expects to launch this service in Belgium in mid 2009.

#### **Multiple sources**

To provide superior, accurate and real-time traffic information on all major roads in Belgium, TomTom will combine multiple sources. TomTom's in-house patented technology uses anonymously aggregated data from Belgium's BASE network. This network is the highest performing in two out of four regions in Belgium, and second highest in the other two, following an investment of more than 500 million Euro in the network over the last four years. The data from BASE's high quality network is combined with existing Belgian traffic information sources as well as connected TomTom devices to deliver the best traffic information service available on the market: TomTom HD Traffic.

#### **Most accurate arrival times**

With TomTom HD Traffic, customers will get the most accurate arrival times available. These times are constantly updated to reflect the current traffic situation. Every three minutes a new update of the HD Traffic information is securely transferred to TomTom devices. And thanks to its extensive coverage in Belgium, HD Traffic customers will always be able to make the right decision when it comes to selecting an alternative route. Customers will get the peace of mind that comes with having the most comprehensive traffic information at their fingertips — both before starting their journey and while driving.



"BASE's strong brand and presence in the Belgian market make it the perfect partner for TomTom", says Harold Goddijn, TomTom's chief executive officer. "This announcement is another important step in our strategy to make this superior traffic information service available to the vast majority of our European customers. We look forward to providing 5.5 million car drivers in Belgium with the best and most reliable navigation solution available so they can avoid unnecessary delays."

"BASE is very happy with this partnership and will offer its full support to offer all the necessary services to TomTom and its customers in Belgium. This co-operation shows the growing importance of mobile data at BASE in helping to offering services like navigation and actual traffic information", commented Matthieu Joosten, Director Wholesale BASE.

Both current and future TomTom users will be able to benefit from the service once it is available. The solution will also be available for major automotive manufacturers to include in their navigation solutions, as well as for road authorities and businesses, which may use it for dynamic traffic control management and improved fleet management.

TomTom HD Traffic is already live in the Netherlands. Agreements with Vodafone UK, Vodafone D2 in Germany, SFR in France and Swisscom in Switzerland have already been announced.

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**For more information please contact:**

<b>BASE</b>	<b>TomTom</b>
Bart Vandesompele	Nina Breuning
T: + 32 484 006 333	T: 0031 20 75 74193
GSM: + 32 485 200 201	GSM: 0031 6 46623162
E-mail: <a href="mailto:bart.vandesompele@base.be">bart.vandesompele@base.be</a>	E-mail: <a href="mailto:nina.breuning@tomtom.com">nina.breuning@tomtom.com</a>

**About BASE**

BASE n.v./s.a. is a 100% subsidiary of KPN Mobiel N.V., the mobile division of Koninklijke KPN N.V. KPN offers mobile voice and data services in Germany (E-Plus), Belgium (BASE) and the Netherlands (KPN, Hi and Telfort). At the end of 2007, BASE had 535 employees



and a market share in number of customers of more than 23%. In 2007, BASE had a yearly turnover of 613 million euros. The company's headquarters are in Brussels; it positions itself as a challenger and an innovator in products and services via a segmented approach.

### **About TomTom**

TomTom NV is the world's leading navigation solutions provider. TomTom's products are developed with an emphasis on innovation, quality, ease of use, safety and value. TomTom's products include all-in-one navigation devices which enable customers to navigate right out of the box; these are the award-winning TomTom GO family, the TomTom XL and TomTom ONE ranges and the TomTom RIDER. Additionally, independent research proves that TomTom products have a significant positive effect on driving and road safety. TomTom offers a portfolio of content and services for TomTom's navigation products, which are easily available through TomTom HOME. TomTom also provides navigation software products that integrate with third party devices; the TomTom NAVIGATOR software for PDAs and smartphones. TomTom WORK combines industry leading communication and smart navigation technology with leading edge tracking and tracing expertise. TomTom's products are sold through a network of leading retailers in 30 countries and online. TomTom was founded in 1991 in Amsterdam and has offices in Europe, North America, South Africa and Asia Pacific. TomTom is listed at Euronext Amsterdam in The Netherlands. For more information, go to <http://www.tomtom.com>.